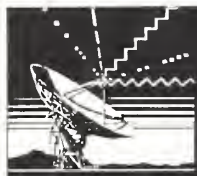


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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2745

December 22, 1995

**GLICKMAN REVIEWS USDA ACCOMPLISHMENTS** -- "The U.S. Department Agriculture has implemented policies over the past year that have improved rural America and helped the American public," according to Agriculture Secretary Dan Glickman. He added, "During this season, Americans young and old pause to reflect on the past year and determine goals for the year ahead. We at USDA are no different. So, as we end 1995 and look to 1996, I am pleased to share with you some of USDA's successes." Glickman said, "We will build on these successes in the coming year as we work with Congress on writing and passing a new farm bill. Over the past year, we've achieved significant progress toward expanding economic opportunities, enhancing the healthful, safe, and affordable U.S. food supply, providing sensible management of our natural resources, and ensuring good government for the American taxpayer." **Contact: Laura Trivers (202) 720-4623.**

**WHEAT NOT ELIGIBLE TO ENTER RESERVE** -- Grant Buntrock, Executive Vice President of USDA's Commodity Credit Corporation (CCC) announced, "Due to rising prices and a tight supply/demand situation relative to the statutory trigger levels, 1995-crop wheat will not be allowed into the Farmer-Owned Reserve (FOR)." Under provisions of the Agricultural Act of 1949, as amended, eligibility of entry for 1995-crop wheat must be announced by December 15. By statute, entry is not permitted unless at least one of these two conditions is met: The average market price for wheat for the 90 days preceding the announcement is less than 120 percent of the current wheat price support rate, or the 1995-1996 estimated wheat ending stocks-to-use ratio is more than 37.5 percent. **Contact: Bruce Merkle (202) 720-8206.**

**USDA PROPOSES TO ELIMINATE INACTIVE EXPORT PROGRAMS** -- Agriculture Secretary Dan Glickman announced (December 15) that USDA is proposing to eliminate four outdated export programs. Programs identified are the Noncommercial Risk Assurance Program (GSM-101), the Intermediate Credit Export Sales Program for Breeding Animals (GSM-201), the Intermediate Credit Export Sales Program for Foreign Market Development Facilities (GSM-301), and the Barter Program. Agriculture Secretary Dan Glickman said, "These four programs are no longer needed to help U.S. farmers export their products overseas." Public comments on the proposed rule must be submitted by February 13, 1996. **Contact: Glenn Kaup (202) 720-3329.**

**SPECIAL UPLAND COTTON QUOTA # 16** -- High cotton prices have triggered another special import quota that will permit importation of a quantity of upland cotton equal to one week's domestic mill use, the U.S. Department of Agriculture announced (December 14). The special import quota that will permit the importation of 43,657,604 kilograms (96,248,619 pounds) of upland cotton was established December 20. The quota applies to upland cotton purchased not later than March 18, 1996, and entered into the U.S. not later than June 16, 1996. **Contact: Janise Zygmunt 202-720-8841.**

**GLICKMAN MOVES TO PROTECT MONTANA ROADLESS AREAS** -- Agriculture Secretary Dan Glickman announced (December 15) that he had directed Under Secretary for Natural Resources and Environment James R. Lyons, who oversees the Forest Service, to defer until January 1, 1997 final decisions on certain activities that would alter the wilderness and roadless characteristics of parts of the Beaverhead, Custer, Kootenai and Helena National Forests in Montana. Glickman said, "Balancing economic growth and preservation of the characteristics of these beautiful roadless areas was a key principle upon which I based my decision. I also want to preserve wilderness options in anticipation of congressional action. I want to be clear that in directing this temporary deferral, I am not designating these areas as wilderness. That responsibility lies with Congress." This decision will not affect grazing, recreational activities, post and pole sales, and related activities. Certain road building to allow property owners access to in-holdings may continue, as required under the Alaska National Interest Lands Conservation Act. **Contact: Jim Petterson (202) 720-4623.**

**NATIONAL FOREST RECEIPTS YIELD \$273 MILLION** -- Forty-one states and Puerto Rico will receive \$273 million in national forest receipts for fiscal year 1995, Agriculture Secretary Dan Glickman announced. On October 11, the U.S. Department of Agriculture made interim payments of \$199 million to states based on estimated national forest revenues for the year. Agriculture Secretary Glickman said, "A final payment of \$74 million, based on actual receipts collected during the year, will be paid." Actual fiscal year 1995 receipts collected from the sale and use of national forest resources totaled \$714 million. By law, 25 percent of the revenues collected by USDA's Forest Service from the use of national forest system lands and resources are returned to the states where the lands are located. The states are required to use the funds for schools and roads. Funds are collected primarily from timber sales and grazing, recreation and other land uses on 191 million acres of national forest system lands. **Contact: Marty Longan (202) 205-1777.**

**PROVISIONS OF FLUE-CURED TOBACCO PROGRAM ANNOUNCED**-- The U.S. Department of Agriculture announced the provisions of the 1996 flue-cured tobacco program December 15. The national average yield goal remains unchanged at 2,088 pounds per acre. Price support level for the 1996 crop is \$1.601 per pound, up 0.4 cent from 1995. National acreage allotment for the 1996 crop is 418,391 acres, down from the 1995 allotment of 447,605 acres. For each farm, the 1996 basic quota and allotment will decrease about 6.5 percent from 1995. Effective quota is expected to be about 944 million pounds, or 2 percent above 1995. Marketing assessment will be 0.8005 cent per pound, which is paid by both growers and buyers, for a total of 1.601 cents per pound for the 1996 crop of flue-cured tobacco. Importers of flue-cured tobacco will be responsible for the full 1.601 cents per pound assessment for imported tobacco. The no-net-cost assessment will be announced later. **Contact: Bruce Merkle (202) 720-8206.**

**FAX** -- You can obtain our radio and TV programming information and the **Broadcasters Letter** through your facsimile machine by calling USDA's AgNewsFax. Use the telephone connected to your **FAX** machine to call **(202) 690-3944**. At voice prompts press **1**, press **4**, then to receive **Broadcasters Letter**, press **9200**; radio newslines information, press **9250**; TV contents billboard, press **9260**; TV scripts, press **9270**. After all your selections, then press **#**, press **3**, and press the **start** button on your **FAX** machine.



## FROM OUR RADIO SERVICE

**AGRICULTURE USA # 2012** -- This is a "year-end" feature with Gary Crawford presenting views on the old year and the new one for farmers. Participants include Agriculture Secretary Dan Glickman and USDA's Chief Economist Keith Collins. **(Weekly cassette -- five minute documentary).**

**CONSUMER TIME # 1491** -- The post holiday bill paying blues. Home pesticide safety. Debt consolidation loans. Is bankruptcy the only way out of debt? Spending to the limit. **(Weekly cassette -- consumer features).**

**AGRITAPE # 2004** -- Where is U.S. agriculture as we enter a new year? A better soybean outlook. Milk production expected to grow. Latest corn projections. A national FFA leader talks about his organization. **(Weekly cassette -- news features).**

**UPCOMING ON USDA RADIO NEWSLINE:** Regularly scheduled USDA reports are limited during this period, but the newslines will carry new stories every work day. Tuesday, January 2, crop/weather update, world horticultural trade update, and agricultural trade update (tentative). Tuesday, January 9, crop/weather update. Wednesday, January 10, cotton supply/demand. Thursday, January 11, U.S. crop production, grain stocks, winter wheat seedings, world cotton situation and agricultural supply/demand. **These are USDA reports we know about in advance. Our newslines carry many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545**

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

## FROM OUR TELEVISION SERVICE

**ACTUALITIES:** "Year-end" interview with Agriculture Secretary Dan Glickman includes comments on USDA accomplishments in 1995. (Next week's package will feature additional excerpts from Glickman's year-end interview including USDA reorganization, environmental and conservation programs, rural development issues, food gleaning initiative and outlook for farmers in 1996.)

**FEATURES:** California's medfly eradication program nears completion. Patrick O'Leary reports on USDA's cooperative medfly eradication program in California which has led a two-year attack on the crop-damaging insects. The story focuses on very successful efforts around the Los Angeles basin.

**SATELLITE COORDINATES FOR TV NEWSFEEDS:** Thursdays at 3:45-4:00 p.m. ET on Telstar 303, Transponder 5H(horizontal), Channel 10, Downlink Frequency 3900 MHz, Audio, 6.2/6.8.

**NEW COORDINATES EFFECTIVE JANUARY 4:** Thursdays, 3:45-4:00 p.m. ET on Telstar 402R, Transponder 13 (Vertical), Downlink Frequency 3960 MHz (89 degrees West), Audio, 6.2/6.8.

*Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-mail: LQuinn@USDA.GOV.*

## OFF MIKE

**A CHAT WITH MR. CLAUS**...not Santa, but **Gary** (Northwest Ag News Network, Newburg, OR), revealed that he gets some strange looks when he signs checks or other items this time of year (maybe even a few "Ho! Ho! Ho's!"). Gary reports that a 7-10 year drought has been broken with more than 40 inches of rainfall recorded in his region this year. Water is the key there to the success of agriculture, salmon and recreation. The latest storm, however, has cost millions in damages to repair roads that were washed out and homes and building that were hit by falling trees. Gary reports that their network will launch a new daily, 3:30-minute feature called "Our American Forest" beginning January 2 that will be hosted by his colleague, **Gary Stewart**.

**NEW YORK TIMES**...featured career highlights of farm broadcaster **Orion Samuelson** (WGN, Chicago, IL) in a December 18 article titled, "Getting Personal and Global in Farm Broadcasting." In addition to giving a taste of how Orion approaches his job today, the feature included comments about farm broadcasting. "In short, farm broadcasting, one of the oldest media niches, is hustling to keep up with its increasingly technology-driven and globally minded audience. Mr. Samuelson is delighted to be at the forefront of the changes." The article continues, "Farm broadcasting is in many ways a unique media segment, but like others it is being redefined by competition from new outlets like on-line services." To stay competitive "farm broadcasters also use technology to interact with their audience, building on a relationship that data networks can never duplicate." To illustrate, Orion and his colleague, **Max Armstrong**, took advantage of increased cellular phone use by farmers to invite call-ins and progress reports directly from farm fields on their noon show this year.

**NEW SATELLITE COORDINATES**...for our weekly TV newsfeed become effective in early 1996. Beginning January 4, telecasts will originate on a new satellite, Telstar 402R (see page 3).

**HAPPY HOLIDAYS!**

*Larry A. Quinn*

**LARRY A. QUINN, Director**

**Video, Teleconference and Radio Center**



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